

As a veteran advertising and media executive, I find it unconscionable that Sinclair Broadcasting is forcing their stations to air an anti-Kerry documentary days before the election.

As a broadcast company using public airwaves, Sinclair has a fiduciary responsibility to separate its owners' political views from what it airs to the general public. This is the basis and foundation for equal access in political advertising. Sinclair's dictate to its stations to air this transparent political advertisement disguised as news is a clear violation of their FCC license and demonstrates their utter disregard of the FCC's authority.

To allow Sinclair to succeed in this political maneuver sets an extremely dangerous precedence. Unlike the Janet Jackson and U2 incidents, which were over in an instant, Sinclair's violation has long-term effects, potentially affecting the outcome of a presidential election. Even if fined after the act, the damage would be done.

I strongly urge the FCC to fight for the public it protects and take strong steps to either a) stop Sinclair from airing this free political advertisement; b) require the Bush re-election campaign or the Republican National Committee to purchase the time on all the stations in accordance to political advertising laws; or 3) provide equal access time to the Kerry-Edwards campaign and/or Democratic National Committee.